WHAT IS CLAIMED IS:

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1. A method for operating a telematics unit within a mobile vehicle communication system, the method comprising:

assigning a primary telematics unit identifier to a user account; assigning the primary telematics unit identifier to a mobile handset; associating the mobile handset with any one of a plurality of telematics units operating within the mobile vehicle communication system; and operating the associated telematics unit.

10 2. The method of claim 1, wherein the step of associating the mobile handset with any one of a plurality of telematics units operating within the mobile vehicle communication system comprises:

coupling the mobile handset to the telematics unit;
communicating the assigned telematics unit identifier of the mobile handset to a service provider; and

downloading user preferences from the service provider, the user preferences based on the user account associated with the communicated telematics unit identifier.

- 20 3. The method of claim 2, further comprising: implementing the downloaded user preferences.
 - 4. The method of claim 2, wherein the step of downloading user preferences based on the user account comprises:

determining the user preferences at the service provider; and receiving the user preferences from the service provider.

- 5. The method of claim 2, wherein the user preferences are based on a mobile vehicle type.
- 5 6. The method of claim 1, wherein the step of associating the mobile handset with any one of a plurality of telematics units operating within the mobile vehicle communication system comprises:

coupling the mobile handset to the telematics unit;

determining if the telematics unit coupled to the mobile handset is a primary telematics unit, the primary telematics unit including the primary telematics unit identifier;

determining if the telematics unit coupled to the mobile handset is a secondary telematics unit, the secondary telematics unit not including the primary telematics unit identifier; and

routing calls to the determined telematics unit.

7. The method of claim 6, wherein the step of routing calls to the determined telematics unit comprises:

sending the call to the secondary telematics unit when the mobile handset is coupled to the secondary telematics unit;

determining if the call is answered at the secondary telematics unit; and

forwarding the call to the primary telematics unit when the call is not answered.

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8. The method of claim 7, further comprising:
determining if the call is answered at the primary telematics unit;
and
forwarding the call to voice mail when the call is not answered.

- 9. The method of claim 1, wherein the user account is a subscription service.
- 10 The method of claim 1, wherein the telematics unit identifier is a mobile identification number.
 - 11. A computer readable medium for operating a telematics unit within a mobile vehicle, comprising:
- 15 computer readable code for assigning a primary telematics unit identifier to a user account;

computer readable code for assigning the primary telematics unit identifier to a mobile handset;

computer readable code for associating the mobile handset with any one of a plurality of telematics units operating within the mobile vehicle communication system; and

computer readable code for operating the associated telematics unit.

12. The computer readable medium of claim 11, wherein the computer readable code for associating the mobile handset with any one of a plurality of telematics units operating within the mobile vehicle communication system comprises:

computer readable code for determining that the mobile handset is coupled to the telematics unit;

computer readable code for communicating the assigned telematics unit identifier of the mobile handset to a service provider; and

computer readable code for downloading user preferences from the service provider, the user preferences based on the user account associated with the communicated telematics unit identifier.

- 13. The computer readable medium of claim 12, further comprising: computer readable code for implementing the downloaded user preferences.
- 14. The computer readable medium of claim 12, wherein the computer readable code for downloading user preferences based on the user account comprises:

computer readable code for determining the user preferences at the service provider; and

computer readable code for storing user preferences received from the service provider.

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15. The computer readable medium of claim 12, wherein the user preferences are based on a mobile vehicle type.

16. The computer readable medium of claim 11, wherein the computer readable code for associating the mobile handset with any one of a plurality of telematics units operating within the mobile vehicle communication system comprises:

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computer readable code for determining that the mobile handset is coupled to the telematics unit;

computer readable code for determining if the telematics unit coupled to the mobile handset is a primary telematics unit, the primary telematics unit including the primary telematics unit identifier;

computer readable code for determining if the telematics unit coupled to the mobile handset is a secondary telematics unit, the secondary telematics unit not including the primary telematics unit identifier; and

computer readable code for routing calls to the determined telematics unit.

17. The computer readable medium of claim 16, wherein the computer readable code for routing calls to the determined telematics unit comprises:

computer readable code for sending the call to the secondary telematics unit when the mobile handset is coupled to the secondary telematics unit;

computer readable code for determining if the call is answered at the secondary telematics unit; and

computer readable code for forwarding the call to the primary telematics unit when the call is not answered.

- 18. The computer readable medium of claim 17, further comprising: computer readable code for determining if the call is answered at the primary telematics unit; and
- 5 computer readable code for forwarding the call to voice mail when the call is not answered.
 - 19. A system for operating a telematics unit within a mobile vehicle, the system comprising:
- means for assigning a primary telematics unit identifier to a user account;
 - means for assigning the primary telematics unit identifier to a mobile handset;
- means for associating the mobile handset with any one of a

 plurality of telematics units operating within the mobile vehicle communication system; and

means for operating the associated telematics unit.